Studio Graphique provides consulting and design services for branding, placemaking and wayfinding programs. We create authentic brands and environments that help our clients provide their customers and visitors with a positive and connective experience.
FINDING YOUR WAY AROUND WAYFINDING
A 101
— for Communities —
BRANDING FOR PLACE

Your brand is a symbolic embodiment of all the information connected to your place, and serves to create associations and expectations around it.
BRAND ELEMENTS

- Logo
- Color
- Photography/Illustration Style
- Type Elements/Font Selection
- Taglines and Key Messages
PLACEMAKING

is making a public place a living space.
SIGNAGE AND PLACEMAKING

- Visual elements that function
- Visual elements that announce
- Visual elements that enhance their surroundings
- Visual elements that intrigue and delight
WAYFINDING

is literally, helping people find their way, through signage and other visual clues.
SIGNAGE AND WAYFINDING

- Signage that carefully and clearly organizes messages
- Signage that uses a consistent graphic language
- Signage that uses appropriate scale and structure
- Signage that functions as art
THE PROCESS

Thursday, April 21, 2011
YOU MAY ASK YOURSELF

WHY do you need a sign program?
1. Is parking or are destinations difficult to find?
2. Are you lacking a sense of arrival?
3. Are you trying to improve visitor experience?
To develop a signage and wayfinding program that will provide visitors the identification, direction, and orientation they need to access and enjoy the business and civic establishments that can be found in Downtown Lakewood – and will become a source of pride for Lakewood residents.

- The signage program should provide entry into downtown through select entry points (streets).
- The signage program should provide a sense of arrival.
- The signage program should define the edges of downtown.
- The signage program must address how parking is found and used.
- The signage program should reduce clutter, add clarity and a sense of orientation.
- The signage program should instill navigational confidence.
- The signage program should be modular, changeable and updatable.
- The signage program should focus on multi-modal arrival and movement while supporting the pedestrian effort of a walkable city.
- The signage program should inform visitors about significant destinations.
- The signage should effectively communicate ingroup and agroup from all the major streets in Lakewood (by go). Thewayway to end from the downtown area.
- The signage should reflect the input given by the community of public forums.
PROGRAMMING GOALS

- To guide visitors from major arteries into District
- To mark entry points into District with banners (to allow for "soft boundaries")
- To guide visitors to public parking (or valet service) once they are within the District
- To consistently identify public parking
- To establish a changeable and updateable pedestrian wayfinding system, including a consistent map
- To guide visitors to major destinations within the District
- To reduce visual clutter

AESTHETIC GOALS

- To create unique, bold, different, cool, artistic, durable, and long-lasting signage for the District
- To comply with the City’s signage guidelines while still implementing an artful and unique sign program
- To promote the GSAD brand through the use of its logo and an interpretation of the brand palette in design and materials
- To create a system that is simple, sophisticated and consistent

PERSONALITY TRAITS

Unique
Funky
Eclectic
Amorphous
Diverse
Vital
Dynamic
Inclusive
Nightlife
Personal
Aspiring

“SUCCESS…”

- This program should help people from the outside find the district, then find parking within
- This program should be original, unique, and should reinvent an old place, showing layering over time
- This program should take the community into account and allows for a strategic and creative process
- This program should be inclusive of residents, businesses, the Lake, and other districts within the greater Detroit Shoreway Neighborhood
BIRD TOWN ACTION PLAN

a neighborhood taking off
PROJECT PARAMETERS

What KIND of project?
ANNOUNCE ARRIVAL
DIRECT TO PLACES
What RULES do we have to follow?
The color coding or a pictograph of the identification enhancement marks of the community wayfinding guide sign panel at the boundary of the community wayfinding guide signage area shall be included on the informational guide sign panel at the boundary of the community wayfinding guide signage area. The color coding or pictographs shall apply to a specific, identified neighborhood or geographical area within the overall area covered by the community wayfinding guide sign. Color coding or pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend on the sign.

Option:

The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the designation.
“Prior to the addition of this section, if a designer wanted to (or was forced to) comply with the MUTCD in the development of a wayfinding sign system, they had to refer to standards, guidance, and options developed specifically for standard conventional road traffic control devices.”

“By adding this section, the FHWA is showing that they are finally agreeing that community or urban wayfinding is a different animal and therefore should get special treatment.”

Phil Garvey, senior research associate with the Pennsylvania Transportation Institute.
NEW 2009 MUTCD Guidelines:
Community Wayfinding Signs

Alternate colors. Communities are not restricted to “highway green” signs, but cannot use “standard regulatory colors” (i.e., fluorescent yellow-green).

Letter height. The new MUTCD relaxes rules for letter height on low-volume roads and urban streets with speeds of 25 mph or less from 6 in. to 4 in., allowing that “the principal legend shall be in letters at least 4 inches in height for all upper-case letters and 3 inches in height for lower case letters.”

Symbols/arrows. Signs may only use MUTCD-approved symbols, including standard highway arrows.

Sign shape. The rules state that signs “should” be rectangular.
Determining the CRITERIA for WHO, WHAT goes on wayfinding signs?
Public Parking

South Lot
Dave's Market
Shaker Cinemas

North Lot
CVS/pharmacy
drive-thru
Sergio's Sarava

shaker SQUARE
night and day
information
SETTING MESSAGING CRITERIA

Drivers traveling at speeds of 25mph or over cannot comprehend more than 4 lines of messages.

Major public visitor destinations may be included. Private businesses and organizations may only be allowed on pedestrian signs.

Clear nomenclature for quick and easy recognition but not abbreviations.
PROJECT PARAMETERS

Determining a realistic timeframe for developing a signage and wayfinding program?
**PROJECT TIMEFRAME**

<table>
<thead>
<tr>
<th>TIMEFRAME</th>
<th>REASONS FOR PHASED APPROACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longer Period of Time (More Than 1 Year)</td>
<td>Funding availability, multiple funding sources and budget cycles</td>
</tr>
<tr>
<td>Short Period of Time (About 1 Year)</td>
<td>Multiple entities involved</td>
</tr>
<tr>
<td>Phased Approach</td>
<td>Time to educate about the concept and values of branding and wayfinding to internal and external audiences</td>
</tr>
<tr>
<td>Simultaneously</td>
<td>Public engagement</td>
</tr>
</tbody>
</table>

- The need to start with Brand as the foundation for all other program aspects
- Staff capacity limitations, could only focus on one project at a time
- Government processes
OUR PROCESS

Design with Direction

**DIG DOWN**
Our experience working on projects like yours means we already know process and expectations. We Dig Down to understand the objectives of each program to help you develop a foundation from which real design solutions can form.

**BUILD UP**
Once a solid foundation is laid, Studio Graphique begins to Build. We identify and prioritize your needs. We develop holistic visual concepts that represent your organization and its culture, and communicate an experience with your customers. We create comprehensive systems that are both functional and emotional, and speak together with one voice.

**MOVE FORWARD**
We work in continued partnership with you to ensure the new program is properly implemented and matches goals and definitions for success, and provide you with tools to maintain and evolve your program with your own resources.
PROJECT PARAMETERS

Determining a realistic budget to develop and implement these type of programs?
### COST

**What do you anticipate spending?**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than $20,000</td>
<td>39%</td>
</tr>
<tr>
<td>$20,000 - $50,000</td>
<td>31%</td>
</tr>
<tr>
<td>$50,000 - $80,000</td>
<td>13%</td>
</tr>
<tr>
<td>more than $80,000</td>
<td>17%</td>
</tr>
</tbody>
</table>

**What was the total cost?**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than $20,000</td>
<td>20%</td>
</tr>
<tr>
<td>$20,000 - $50,000</td>
<td>22%</td>
</tr>
<tr>
<td>$50,000 - $80,000</td>
<td>13%</td>
</tr>
<tr>
<td>more than $80,000</td>
<td>45%</td>
</tr>
</tbody>
</table>

There was a wide disparity in understanding the costs associated with these types of projects. 58% of those who have completed projects cited that costs were over $50k with 45% recognizing the costs were more than $80k. Those who were considering projects anticipated spending much less, which is possibly indicative that they have not fully assimilated what goes into these projects.
UNIVERSITY CIRCLE
LARGE SCALE PROJECT
LARGE SCALE PROJECT

CONSULTANTS FEE

$200,000

FABRICATION/INSTALLATION

< $1,000,000
SHAKER SQUARE
MEDIUM SCALE PROJECT
MEDIUM SCALE PROJECT

CONSULTANTS FEE
$75,000

FABRICATION/INSTALLATION
< $200,000
GORDON SQUARE
SMALL SCALE PROJECT
SMALL SCALE PROJECT
CONSULTANTS FEE
$25,000

FABRICATION/INSTALLATION
$50,000
DON'T GO IT ALONE

How do you involving the community?
The importance of the Steering Committee
The role of Public Meetings
Keeping the Public Informed

Thursday, April 21, 2011
PUBLIC ENGAGEMENT
DID YOUR PROJECT INVOLVE A SIGNIFICANT AMOUNT?

Public engagement emerged as an important element of any successful community branding, wayfinding and/or placemaking project.

Respondents generally noted that public engagement for a Branding process was minimal or absent but it was critical to the success of a Wayfinding program. Public engagement tools included surveys, community meetings, focus groups and group and individual interviews. Other methods included a design charrette, panel discussion, reception and open house. The amount of public engagement varied widely and seemed to be based on what “felt right” for that downtown/organization.

Only eight respondents noted that their project involved no public engagement. All other communities discussed some type of engagement process that took place, and as the results demonstrate, the processes vary based upon project and community.

IS PUBLIC ENGAGEMENT NEEDED TO RECEIVE SUPPORT?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>6</td>
</tr>
</tbody>
</table>
2011 Events
LakewoodAlive has had a number of events in 2011, including the popular CityWide Street Fair, June 23-25, the three weekend Old Car Dealership Car Show sponsored by the Lakewood Historical Society at Lakewood Park.
Downtown Lakewood activities for 2011 include the Front Porch Concert Series...
CASE STUDY
CASE STUDY: DOWNTOWN LAKEWOOD
DOWNTOWN LAKEWOOD: DIG DOWN

DIAGNOSTIC TOOLS

Community Meeting
EGD Community Education
Personality Word Brainstorm
Style Board Survey

Business Owners Survey
Community Survey
Color Test
Site Survey

STYLE BOARD SURVEY

- HISTORICAL: 32%, 68%
- CONTEMPORARY: 73%
- TRADITIONAL: 19%, 81%

“IF DOWNTOWN LAKEWOOD WERE A PERSON...”

+ authentic
+ charming
+ young at heart + old soul
+ eclectic
+ modern + traditional

- messy
- tired
- dirty
- cramped
- unnoticed

COLOR SURVEY: WHICH IS YOUR PREFERENCE?

- YELLOW: 11%
- PURPLE: 33%
- RED: 29%
- BLUE: 27%
Diamond Concept

- Highlights diamond element from logo
- References type and basic shapes from logo
- Traditional style (comes through in fixtures, brackets and color)

Color & Materials
- Red from identity palette
- Warm, neutral complimentary colors
- “Diamond-pattern” perforated metal

Signtypes
- Vehicular directionals and entry gateways use traditional shapes and layering of materials
- Entry Gateways to be monumental & use custom poles
- Vehicular directionals can be modified to be mounted to existing poles
- Parking signs use decorative diamond parking bracket
- Changeable Banner system with custom diamond brackets
Thursday, April 21, 2011

responsible for final graphics to be approved by Designer prior
do not scan or trace from this document). The Fabricator is
Black and white artwork provided by Designer on disk.

DOWNTOWN LAKEWOOD: MOVE FORWARD

C.2 PARKING IDENTIFICATION
DETAIL | SCALE 1/12"=1'

4" tall stainless steel panel painted
custom designed to match sign to
Lot A

P-10 must be for identifying building logo element

C.2 PARKING IDENTIFICATION
DETAIL (SIDE) | SCALE 1/12"=1'

Lot A

4" tall stainless steel panel painted
custom designed to match sign to
Kaufmann Park

For sign painted to match MSTR2
Bracket CB-1 is necessary for fabrication per wind load requirements.

C.2 DIMENSIONAL LOGO
DETAIL | SCALE 1/12"=1'

P-10 must be for identifying building logo element

C.2 PARKING IDENTIFICATION
ELEVATION | SCALE 1/16"=1'

Lot A

For sign painted to match MSTR2
Bracket CB-1 is necessary for fabrication per wind load requirements.

For sign painted to match MSTR2
Bracket CB-1 is necessary for fabrication per wind load requirements.

For sign painted to match MSTR2
Bracket CB-1 is necessary for fabrication per wind load requirements.
CASE STUDY: SHAKER SQUARE
SHAKER SQUARE: DIG DOWN

Shaker Square: Lease Plan

Shaker Square: Sculpture Garden
SHAKER SQUARE: DIG DOWN
SHAKER SQUARE: BUILD UP
SHAKER SQUARE: MOVE FORWARD
Saturday Evenings 6 – 9 pm
FREE ADMISSION — bring your chairs and blankets to sit on the lawn, or enjoy the music from one of our many restaurants’ outdoor patios!
THANK YOU!

www.designwithdirection.com/heritageohio